

A SWOT matrix of the Hanassi cooperative

INTERNAL	EXTERNAL
<p>Strengths</p> <ul style="list-style-type: none"> • <i>Large member base</i> • <i>Important player in the local economy</i> • <i>Good quality of milk, despite limited equipment and capacity</i> • <i>Youth represented among the members</i> • <i>Independent and autonomous leadership</i> 	<p>Opportunities</p> <ul style="list-style-type: none"> • <i>Cooperative union interested in developing cooperative dairy value chain</i> • <i>Dairy plant interested in joint ventures</i> • <i>District development plan to boost local economy</i>
<p>Weaknesses</p> <ul style="list-style-type: none"> • <i>Lack of business and member management skills</i> • <i>Lack of entrepreneurial skills</i> • <i>Passive members with little involvement in the decision-making process</i> • <i>No representation of women and youth in management functions</i> • <i>No milk storage and processing facilities</i> • <i>Limited access to credit for youth</i> • <i>Limited experience in managing projects of over \$US 20,000</i> 	<p>Threats</p> <ul style="list-style-type: none"> • <i>Dependence on dairy plant as only client</i> • <i>Government monopoly of veterinary services</i> • <i>Bad road conditions</i> • <i>Cooperatives are not on the national development agenda</i> • <i>Legal framework does not provide for public-private investment projects involving local government, cooperatives and other enterprises</i> • <i>Local supermarket sells imported milk cheaper</i>

****Taken from the *ITC-ILO's project design manual: A STEP-BY-STEP TOOL, to Support the Development of COOPERATIVES and other Forms of SELF-HELP ORGANIZATIONS***